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DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

**CADENAS DE  
VALOR RURALES**  
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



## **QUARTERLY PROGRESS REPORT**

### **Rural Value Chains Project**

**FROM**  
**January to March 2014**

**Cooperative Agreement No.**  
**AID-520-A-12-00003**

**Guatemala, April 2014**

**Presented by:**

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VOCES VITALES  
GUATEMALA



## General Data

<b>Executor</b>	Consortium Rural Value Chains Project
<b>Consortium Representative</b>	Guatemalan Exporters Association (AGEXPORT). <a href="http://www.export.com.gt">www.export.com.gt</a> / <a href="http://www.encadenamientosempresariales.com">www.encadenamientosempresariales.com</a>
<b>Name of the project</b>	Rural Value Chains Project
<b>Cooperation Agreement</b>	AID 520-A-12-000003
<b>Sub Grantees</b>	Save the Children. <a href="http://www.savethechildren.org">www.savethechildren.org</a> Rainforest Alliance. <a href="http://www.rainforest-alliance.org">www.rainforest-alliance.org</a>
<b>Sub Contracts</b>	INCAP <a href="http://www.incap.org">www.incap.org</a> Vital Voices Guatemala <a href="http://www.vitalvoicesguatemala.org">www.vitalvoicesguatemala.org</a> Sotz'il <a href="http://www.sotzil.org">www.sotzil.org</a> IICA <a href="http://www.iica.int/esp/regiones/central/guatemala/">www.iica.int/esp/regiones/central/guatemala/</a> Laboratory Commission of AGEXPORT <a href="http://www.glabs.com">www.glabs.com</a> Commission of differentiated coffees of AGEXPORT Craft Commission of AGEXPORT <a href="http://www.handmadeinguatemala.com">www.handmadeinguatemala.com</a> School of Foreign Trade
<b>Strategic Alliances</b>	Associations, Cooperatives, Services Providers, Brokers, Organizations and public and private institutions, International Cooperation, Financial Institutions, SESAN, MAGA, and others.
<b>Period of RVCP</b>	May 29 <sup>th</sup> , 2012 – May 22 <sup>nd</sup> , 2017
<b>Geographic Area</b>	12 municipalities at the department of Quiché, Totonicapán, and Quetzaltenango.
<b>Prioritized Sectors</b>	Horticulture, Coffee and Crafts
<b>Total Budget</b>	US\$ 23,000,000
<b>General Goal of the Project</b>	To expand participation of families from rural area in the chosen value chains in order to increase their income.
<b>Name of the document</b>	Quarterly Report from January to March 2014

## Acronyms

<b>AGEXPORT</b>	Guatemalan Exporters Association	<b>INCAP</b>	Nutritional Institute of Central America and Panama
<b>AGREQUIMA</b>	Guild of Agricultural Chemical Association	<b>INIFAT</b>	Fundamental Research Institute of Tropical Agriculture
<b>BPA's</b>	Good Agricultural Practices	<b>MAGA</b>	Ministry of Agriculture
<b>CCDESAN</b>	SAN Demonstration Community Centers	<b>MARN</b>	Ministry of Environment and Natural Resources
<b>CEDECO</b>	Educational Corporation for Costa Rican Development	<b>M&amp;E</b>	Monitoring and Evaluation
<b>CGP+L</b>	Guatemalan Cleaner Production Center	<b>MSMEs</b>	Micro, small and medium-sized enterprises
<b>CNCG</b>	Climate, Nature, and Guatemalan Communities	<b>M &amp; E</b>	Monitoring and Evaluation
<b>COANEPA</b>	New Hope Comprehensive Agricultural Cooperative	<b>OMM</b>	Municipal Offices for Women
<b>CONPRODA</b>	Council of Agricultural Production	<b>ORCAFI</b>	Coffee network organizations at Ixil
<b>COVENORTE</b>	Apex North Cooperative	<b>PEE</b>	Chain Business Program
<b>DQA</b>	Data Quality Assessment	<b>PMA</b>	Produce Marketing Association
<b>EE</b>	Business Linkages	<b>ADINA</b>	New Alliance Integral Development Association
<b>ENCOVI</b>	Life Conditions National Polls	<b>PCSAN-G</b>	Community Promoter SAN and Gender
<b>FAO</b>	Food and Agriculture Organization	<b>SMEs</b>	Small and Medium-sized Enterprises
<b>FIDA</b>	International Fund of Agriculture Development	<b>SAN</b>	Food and Nutritional Security
<b>GABAS</b>	Food-Based Dietary Guidelines for Guatemala	<b>SC-RVCP</b>	Save The Children – Rural Value Chains Project
<b>GTI</b>	Technical Group of INCAP	<b>SESAN</b>	Food and Nutritional Security Secretariat
<b>HIVOS</b>	Humanist Institute for Development Cooperation	<b>USAID</b>	United States Agency for International Development
<b>IARNA</b>	Institute of Agriculture, Natural Resources and Environment	<b>UVG</b>	Del Valle University of Guatemala
<b>IICA</b>	Interamerican Institute of Cooperation on Agriculture	<b>VESTEX</b>	Textile Industry Association of Apparel and Textiles
<b>INACOP</b>	National Institute of Cooperatives	<b>VVG</b>	Vital Voices Guatemala

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# QUARTERLY REPORT FROM JANUARY TO MARCH 2014

## RURAL VALUE CHAINS PROJECT

### I. Introduction

The Guatemalan Exporters Association –AGEXPORT-, leader of consortium of Rural Value Chains Project –RVCP-, presents the main results for the period from October to December 2013, as part of the consortium are: **Save the Children, Central America and Panama Nutrition Center – INCAP-, Vital Voices Guatemala, Sotzi'l Association, and Interamerican Cooperation Institute for Agriculture –ICA-**.

The strategy of Feed the Future initiative promoted by USAID in the western highlands of Guatemala aiming to reduce poverty and malnutrition in the target population, has launched a number of initiatives run by various institutions, which have required a strong effort coordination at central and departmental level, seeking complementarity and efficient usage of resources through the establishment of open communication mechanisms, common work areas prioritization and agenda for general coordination that would facilitate the achievement of results, effects and impacts expected by the RVCP Project. For this USAID is boosting The Integrated Program of the Western Highlands of Guatemala, that integrates the actions of the executed projects by the different partner entities of USAID in the areas of economic development of agriculture, nutritional and food security, health, governability, education, etc.

In this context, the RVCP focuses its efforts to increase sustainable economic growth fueled by access to markets through value chains (vegetables, coffee and crafts) in rural areas of twelve municipalities and three departments of western Guatemala.

This report is integrated on one side by general information of the Project, information about the coordination done inside consortium of RVCP, and on the other side by the other projects with which USAID is financing project coverage in twelve municipalities; and another part of the report details the main results of each one of the six components that compose it.

The active participation of the different institutions that are part of the consortium for development of RVCP is mentioned, particularly the participation of Agexport, as leader of the consortium and as responsible for the implementation of components 1, 3, 4, and 6, Save The Children for implementing the previewed activities in components 2 and 5, INCAP, with the promotion of food and nutritional security in components 1, 5, and 6, and Vital Voices, promoting gender equity as a cross-cutting theme of the project. Also, the contribution of HIVOS added with financial resources and technical assistance in order to strengthen the RVCP, with emphasis in eco-business model development, economic women empowerment, and the administrative strengthen of MSMEs.

In general, there are serving 43 rural value chains composed of 32 chains of vegetables sector, 6 chains of coffee sector, and 5 chains of handicraft sector, benefiting with SDE a total of 5,555 producers distributed in 4,051 men and 1,504 women, representing a participation of 27.8% of women. As for the vegetable sector they are supporting pea crop beans, sweet peas, snow peas,

Brussels sprouts, onions, and French green beans. It is worth noting that the linkage of *Ecoleña* with Progresar Foundation is not reported because this entity retired in the month of January 2014.

In this period, sales in the order of US \$ 2,256,755.72, (US \$ 2,256,755.72 of vegetables and coffee, and US \$ 50,000 of crafts) were achieved. While wages were generated 90,841.40, equivalent to 349.39 jobs.

Globally, the RVCP has successfully promoted total sales of US \$ 5.375, 517.76 and generated a total of 261.271 wages, which represents 1004.89 jobs.

For the achievement of these sales, one of the principal elements is constituted by technical assistance to partners of the organizations. Up to this date there are 69 technicians and promoters, who work directly with partners of the 43 vegetable, coffee and crafts value chains.

1,291 persons were trained in agricultural and BPA themes, including 1,037 men and 254 women. In nutritional and food security themes, 18 promoters and 2 supervisors, and also 1850 families (942 families through counseling visits promoted by INCAP and 908 families through Save the Children), were trained.

For the development of Rural Value Chains, alliances with 17 buyer companies were consolidated, who are guaranteeing the purchase and sale of production of smallholder organizations.

It also reports on the socialization made on the plans of environmental mitigation of coffee, vegetables, crafts and home orchards, with the consortium partners, organizations that execute chains and technicians and promoters who provide technical assistance services to rural value chains.

Technical assistance has given to the implementation of agronomic previewed practices in the plan for the integrated management of coffee rust to small producer organizations in the municipalities of Nebaj, Chajul and Cotzal at the department of Quiche, particularly to 3000 small producer who are supported with 15,800 quintals of vermicompost to support the processes of coffee fertilization.

In this reporting period were executed and committed funds for about US \$ 590,692.00

## **II. Objectives and Scope of the Project**

*Increase the sustainable economic growth powered by markets access through value chains in rural zones as a mean to reduce sustainably rural poverty and malnutrition, reaching the global objective of the “Feed the Future” (FTF) initiative of the United States Government which is “to sustainably reduce worldwide poverty and hunger”.*

### **General Objective:**

Increase the sustainable economic growth powered by markets access through value chains in rural zones as a mean to reduce sustainably poverty and malnutrition.



**Strategic Objectives:**

1. Improve competitiveness and productivity of value chains increasing family participation.
2. Improve household productivity to increase income and food availability.

**Specific Objectives:**

The specific objectives have direct relation with the implementation components of the project, and as a whole include the following:

1. Improve competitiveness and extend the capabilities in associative selected MSMEs through specialized technical assistance to increase the capacity and market access.
2. Expand the coffee and horticultural production and sales model in favor of poor rural households.
3. Improve agricultural productivity through the access to new technologies for innovation, mitigation and adaption to climate change, good agricultural practices, and certifications demanded by the market to improve the competitiveness of MSMEs associations.
4. Develop a project to expand horticultural crops production and commercialization with direct participation of 4 *Pinos* in alliance with the Cooperatives Federation of Quiche, for this products commercialization.
5. Increase crops productivity in rural households for domestic consumption and improve its usage.
6. Strengthen women participation in craft value chains and increase productivity and competitiveness of MSMEs that produce crafts.

### **III. Coordination with RVCP's Consortium members**

AGEXPORT, as consortium leader, maintains a fluid and dynamic coordination and communication with the responsible partners of the different components of the Project. During this quarter bilateral meetings with each of the members of the consortium were developed to review strategies, work plans, physical and financial progress in the implementation of rural value chains. Furthermore meetings with all members of the consortium for the purpose of analyzing and reviewing the 2014 Operative Plan; priorities and actions of each member of the consortium were also developed.

In addition to this, to field-level permanent and close coordination between the technical equipment is maintained to articulate technical operations, visits of joint monitoring and technical meetings are held with the participation of specialists, technicians, promoters and leaders of producer organizations.

#### IV. Coordination of other Projects of USAID

**Central Coordinator Committee:** There was active participation in the meetings of this committee developed this quarter, particularly in support planning of 2014 actions and to strengthen the articulation with the committees of Quiche, San Marcos, Huehuetenango and Quetzaltenango-Totonicapan. In that process agreed that Agexport will continue in coordination of Central Committee of the partners of USAID, in the framework of Integrated Program of Western Highlands.

**Departmental Coordinator Committee:** There was active participation in the Coordination Committee of the partner entities of USAID of Quiche, to follow up the actions and to coordinate the mission of the Chief of USAID. In February in an ordinary meeting of the committee, José Antonio Hernández from AGEXPORT was assigned as new Coordinator.

During January 2014 a field visit of Mr. William Brands, Director of USAID Guatemala and USAID officials to Quiche was conducted to know the work and the progress made by the partners in the framework of the Coordinating Committee; particularly it was the opportunity to present the process of working with the business linkages of vegetables, coffee and crafts and, above all, and took advantage for field trips in the areas of production and done activities of APRODEFI, AGROSIXIL and work done by coffee producer organizations at Ixil area -ORCAFI-.

There was participation in the Committee of departmental coordination of Quetzaltenango and Totonicapan, through José Antonio Hernández as Chief of AGEXPORT on that committee. This committee is responsible for the agricultural and economic issues and participates in the implementation committee.

#### V. Progress in the achievements of goals and results “core indicators”

Below are presented the advances in each of the "core indicators" for Rural Value Chains Project under the responsibility of AGEXPORT, according to the established in the Monitoring Plan and Operative Annual Plan corresponding to 2014.

Chart No. 1 Advances in “core indicators”

## AGEXPORT - RURAL VALUE CHAIN

INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 2ND QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>PURPOSE LEVEL STATEMENT: Broad Based Economic Growth and Food Security Improved</b>			
<b>4.5-9</b> Per Capita Expenditures (as a proxy for income) of USG targeted beneficiaries	US Dollar	Gendered Household Type: • Adult Female no Adult Male (FNM) • Adult Male no Adult Female (MNF)	
<b>OUTPUT 1. LEVEL STATEMENT: Agriculture Productivity and rural Employment Expanded</b>			
<b>4.5.2</b> Number of Jobs Attributed to FTF implementation	Number Full Time Employment (FTE)	• Location: Urban, rural • Duration: New, Continuing • Sex of job-holder: Male, Female	Rural - New Male 310.19 Female 30.20 Total 349.39  Continuing Male 458.95 Female 196.55  1004.89 Cumulative Total
<b>4.5.4</b> Gross Margin per Unit of Land of Selected Products (horticulture and coffee)	US Dollars per hectare (crops)	• Targeted commodity (type of crop) • Sex of farmer: Male, Female	Continuing Horticulture US\$ 1163 /Ha Coffee US\$ -116/Ha
<b>4.5.2-2</b> Number of hectares under improved technologies or management practices as a result of USG assistance	Hectares	• Technology Type • Duration: New, Continuing • Sex: Male, Female • Association-applied	Continuing 69 Has. conversion of sprinkler irrigation to drip. 13 association-applied.
			Continuing 2,195 has. with management in good agricultural practices.  New 447.44 has. with management in good agricultural practices.  Continuing 18 association-applied  New 10 association-applied

## AGEXPORT - RURAL VALUE CHAIN

INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 2ND QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>4.5.2-5</b> Number of farmers and others who have applied new technologies or management practices as a result of USG assistance	Number	<ul style="list-style-type: none"> <li>Duration: New, Continuing</li> <li>Sex: Male, Female</li> </ul>	Agriculture-Continuing 4,008 Male 1,549 Female 5,557 Total
<b>4.5.2-7</b> Number of Individuals who have received USG supported short-term agricultural sector productivity or food security training	Number: To count individuals receiving training	<ul style="list-style-type: none"> <li>Type of individual:               <ul style="list-style-type: none"> <li>_Producers</li> <li>_People in government</li> <li>_People in private sector</li> <li>_People in civil society</li> </ul> </li> <li>Sex: Male, Female</li> </ul>	Agriculture-Continuing 4,008 Male 1,499 Female  Agriculture-New 43 Male 5 Female 5,555 Total
<b>4.5.2-11</b> Number of food security private enterprises (for profit), producers organizations, water users associations, women's groups, trade and business associations, and community-based organizations (CBOs) receiving USG assistance.	Number	<ul style="list-style-type: none"> <li>Type of organization (see indicator title for principal types)</li> <li>Duration: New, Continuing</li> </ul>	New 1 agricultural organization.  Continuing 30 Horticulture 7 Coffee 5 Handicrafts  Total 43 producers organizations
<b>4.5.2-12</b> Number of public-private partnerships formed as a result of FTF assistance	Number	Partnership <b>primary focus</b> : <ul style="list-style-type: none"> <li>Agricultural production</li> <li>Agricultural post-harvest transformation</li> <li>Nutrition</li> <li>Other</li> <li>Multi-focus</li> </ul>	New 4 private-commercial companies (handicrafts)  Continuing 14 Agricultural Production 3 Nutrition
<b>4.5.2-13</b> Number of rural Households Benefiting Directly from to USG interventions	Number	<ul style="list-style-type: none"> <li>Duration: New, Continuing</li> <li>Gendered Household type:               <ul style="list-style-type: none"> <li>_Adult Female no Adult Male (FNM),</li> <li>_Adult Male no Adult Female (MNF),</li> <li>_Male and Female Adult (M&amp;F),</li> <li>_Child no Adults (CNA)</li> </ul> </li> </ul>	Continuing Agriculture-handicrafts 4,008 Male 1,499 Female  Agriculture-New 43 Male 5 Female 5,555 Total

## AGEXPORT - RURAL VALUE CHAIN

INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 2ND QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>4.5.2-28</b> Number of private enterprises, producers organizations, water users associations, women's groups, trade and business associations and community-based organizations (CBOs) that applied new technologies or management practices as a result of USG assistance	Number	<ul style="list-style-type: none"> <li>• Type of organization (see indicator title)</li> <li>• Duration: New, Continuing</li> </ul>	New 1 agriculture organization.  Continuing 30 Horticulture 7 Coffee 5 Handicrafts  Total 43 producers organizations
<b>4.5.2-38</b> Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation	US Dollars	N/A	US\$ 781,836.13 (this period) US\$ 2,447,417.81 Cumulative Total
<b>4.5.2-39</b> Number of technologies or management practices in one of the phases of development: Phase I: under research as a result of USG assistance Phase II: under field testing as a result of USG assistance Phase III: made available for transfer as a result of USG assistance	Number	Phase III: Made available for transfer	Continuing 6 Sprinkler, soil and water conservation, handling of pesticides, management in good agricultural practices, mulch.
<b>4.8.2-8</b> Number of Climate Mitigation and/or adaptation tools, technologies, and methodologies developed, tested and/or adopted as a result of USG assistance	Number of technologies and methodologies	<ul style="list-style-type: none"> <li>• REDD+</li> <li>• Clean Energy</li> <li>• Adaptation</li> <li>• Crosscutting</li> </ul>	0

## AGEXPORT - RURAL VALUE CHAIN

INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 2ND QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>OUTPUT 2. LEVEL STATEMENT: Access to Market Expanded</b>			
<b>4.5.2-23</b> Value of Incremental Sales (collected at farm level) attributed to USG interventions	US Dollar	<ul style="list-style-type: none"> <li>• Agriculture products</li> <li>• Handicrafts</li> </ul>	US\$ 2,206,755.72 (this period) Horticulture and coffee.  US\$50,000.00 (this period) Handicrafts.  US\$ 5,375,517.76 Cumulative Total
<b>4.5.2-30</b> Number of MSMEs, including farmers, receiving USG assistance to access bank loans	Number	<ul style="list-style-type: none"> <li>• Sex of owner/producer: Male, Female</li> <li>• Joint-held MSMEs</li> <li>• Size: Micro, Small, Medium</li> </ul>	Continuing 2 Small Enterprises
<b>4.5.2-36</b> Value of Exports of Targeted Agricultural/Handicraft Commodities as a result of USG assistance	US Dollar	<ul style="list-style-type: none"> <li>• Commodity _ Crop _ Handicrafts</li> </ul>	US\$ 2,076,948.03 (this period) Horticulture and coffee.  US\$50,000.00 (this period) Handicrafts.  US\$5,245,710.07 Cumulative Total
<b>OUTPUT 3. LEVEL STATEMENT: Resiliency of Vulnerable Communities and Households Increased</b>			
<b>3.1.9-1</b> Number of people trained in child health and nutrition through USG-supported programs	Number	Sex: Male, Female	1,445 Female 405 Male 1,850 Total
<b>3.1.9-15</b> Number of children under five reached by USG-supported nutrition programs	Number	Sex: Male, Female	Continuing 1,483
<b>4.5.2-14</b> Number of Vulnerable Households Benefiting Directly from USG assistance	Number	<ul style="list-style-type: none"> <li>• Duration: New, Continuing</li> <li>• Gendered Household type: _ Adult Female no Adult Male (FNM) _ Adult Male no Adult Female (MNF) _ Male and Female Adults (M&amp;F) _ Child no Adults (CNA)</li> </ul>	Continuing Agriculture-handicrafts 4,008 Male 1,499 Female  Agriculture-New 43 Male 5 Female  5,555 Total

## AGEXPORT - RURAL VALUE CHAIN

INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 2ND QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>PRIVATE SECTOR COMPETITIVENESS</b>			
<b>4.6.2-9</b> Number of private sector firms that have improved management practices as a result of USG assistance	Number	N/A	New 1 agriculture organization.  Continuing 30 Horticulture 7 Coffee 5 Handicrafts  Total 43 producers organizations
<b>4.6.2-10</b> Number of firms receiving USG assistance to invest in improved technologies	Number	Rural, Urban	New 1 agriculture rural firm.  Continuing 30 Horticulture 7 Coffee 5 Handicrafts  Total 43 rural firms.
<b>CROSS CUTTING ISSUES: GENDER</b>			
<b>GNDR-2</b> Proportion of female participants in USG assisted program designed to increase access to productive economic resources (assets, credit, income or employment)	Percent	N/A	Continuing Agriculture-handicrafts 1,499 Female  New - Agriculture 5 Female  1,554 Total

## VI. Results progress of the period

In the next section the advances of each one of the components are presented.

### COMPONENT 1: Improve the competitiveness of the value chains

**Leader of C1:** AGEXPORT

**Strategic Objective:** Improve the competitiveness and expand the capabilities of rural associatives MSMEs through the specialized technical assistance that increases its productive capabilities and its market access management.

The report of advances of the period January-March 2014 of Component 1 presents in its first part the new linkages that have been structured with its business plan, then, the reached advances in the approved and in execution chains are presented, highlighting the main actions and activities.

#### New Structured Business Chains:

In this period, from 10 new identified chains, business plans for 7 vegetables chains (beans, potatoes, peas and green beans) proceeded to be developed , making up a total of 641 producers and 22% of these are women. This new 7 chains are located in Quiché (5) and Quetzaltenango (2), and integrate a production area of more than 108 hectares of crops and is expected to generate more than 150 jobs.

These new chains must be submitted to the Committee of Selection Chain business in early April 2014 and, therefore, results are presented in the following period. In Chart No. 2, the list of new chains is presented.

**Chart No. 2 List of possible linkages or chains**

No.	Name of the Organization	Municipality	Department	Partners to attend			% Women	Crop / Product
				M	W	T		
1	Asociación Integral de Papicultores Ostuncalco - AIPO	Aldea Los Alonzos, San Juan Ostuncalco	Quetzaltenango	60	15	75	20%	Fava bean, Potatoes
2	Asociación Ostuncalquense por la Tierra, el Agua y el Desarrollo Integral Rural - ASOTADIR-	San Juan Ostuncalco	Quetzaltenango	50	10	60	17%	Fava bean, Potatoes
3	"Asociación para el Desarrollo Integral Agrícola Pulay ONG" - ADIAP-	Pulay, Nebaj	Quiché	108	18	126	14%	Sweet pea
4	Asociación de Productores la aldea Pozo Verde	Aldea Pozo Verde, Cunén	Quiché	59	41	100	41%	Sweet pea
5	Asociación de Productores Agrícolas de la Aldea Flores Pajales	Aldea Flores Pajales, Cunén	Quiché	114	23	137	17%	Snow pea
6	Asociación Comunitaria de Desarrollo Integral Pamqá Ajtikonel -ACODIPA-	Rincón de los Leones, Zacualpa	Quiché	48	5	53	9%	French green beans
7	Asociación de Productores Tikonel	Aldea Flores Pajales, Cunén	Quiché	63	27	90	30%	Snow pea, green beans
<b>TOTAL</b>				<b>502</b>	<b>139</b>	<b>641</b>	<b>22%</b>	



## Execution of Chains:

During this quarter the execution of investment plans of 24 rural value chains, corresponding to 18 vegetables and 6 of coffee, continued. In Chart No. 2, the list of the chains in execution is presented.

**Chart No. 3. Business Chains in Execution**

No.	Name of the Organization	Municipality	Department	Partners to meet			% women	Crop / Product	Buyer
				M	W	Total			
1	Asociación Chajulense I	San Gaspar Chajul, San Juan Cotzal	Quetzaltenango	532	43	575	7%	Organic Coffee	Green Mountain Coffee
2	Asociación Chajulense II	San Gaspar Chajul, Santa María Nebaj	Quetzaltenango	528	41	569	7%	Organic Coffee	Green Mountain Coffee
3	ADIP	San Miguel Uspantán	Quetzaltenango	41	10	51	20%	French green beans	Coop. Cuatro Pinos
4	Pamaria	Santa Lucía La Reforma	Quiché	39	29	68	43%	French green beans, Sweet pea, Snow pea	UNISPICE
5	AGRIUF	Santa Lucía La Reforma	Quiché	25	25	50	50%	French green beans, Snow pea	San Juan Agroexport
6	ADINA	Momostenango	Quiché	26	30	56	54%	French green beans, Snow pea	San Juan Agroexport
7	Agua Viva	Santa Lucía La Reforma	Quiché	60	20	80	25%	French green beans, Snow pea	San Juan Agroexport
8	Progresar	Sacapulas	Quiché	163	30	193	16%	French green beans	UNISPICE
9	Agros Ixil	Santa María Nebaj, San Gaspar Chajul y San Juan Cotzal	Quiché	275	75	350	21%	Pea, Sweet Pea, French green beans	SIESA, Alimentos Congelados, S.A.
10	CAFÉ IXIL	Santa María Nebaj, San Gaspar Chajul y San Juan Cotzal	Quiché	214	86	300	29%	Conventional Coffee	Atlas Coffee Importers
11	AIDA	Cunen	Quiché	90	20	110	18%	French green beans	SIESA
12	ADECIGUA	Sacapulas	Quiché	139	18	157	11%	French green beans	SIESA
13	APRODEFI	Chajul	Quiché	114	110	224	49%	French green beans, Snow pea, sweet pea, pea	San Juan Agroexport
14	ASIES	Nebaj	Quiché	211	227	438	52%	Sweet pea, pea, french green beans	UNISPICE, San Juan Agroexport, Alimentos Congelados, S.A.
15	CINASEM	San Miguel Uspantán	Quiché	192	138	330	42%	French green beans	FRUTESA, Globalex Inc.
16	ADPRA	Santa María Cunen	Quiché	41	39	80	49%	French green beans, sweet pea	Cuatro Pinos, Alimentos Congelados, S.A.
17	ADIES	Sacapulas	Quiché	70	43	113	38%	Onion	CENMA
18	ADIBA	Chichicastenango	Quiché	134	25	159	16%	sweet pea	SIESA
19	Cooperativa Vertice del Norte COVENORTE	Nebaj y Chajul	Quiché	196	29	225	13%	Organic Coffee	FEDECOAGUA
20	Flor del Café - Estrella Polar	Chajul	Quiché	66	17	83	20%	Organic Coffee	FEDECOAGUA
21	Cooperativa Integral Agrícola "Las Pilas"	Chajul	Quiché	116	42	158	27%	Organic Coffee	FEDECOAGUA
22	ASODINE	Santa Lucía La Reforma	Totonicapán	35	15	50	30%	French green beans, Snow pea, sweet pea, pea	GHORTEX, S.A.

23	COPECAFE R.L.	San Juan Ostuncalco	Quetzaltenango	56	12	68	18%	Organic Coffee	FECCEG
24	Rabinal Vargas, Sociedad Civil	Chichicastenango, Quiché	Quiché	124	28	152	18%	Snow pea, Sweet pea	Servicios Internacionales de Exportación, S.A. SIESA
<b>TOTAL</b>				<b>3,487</b>	<b>1,152</b>	<b>4,639</b>	<b>25%</b>		

From the principal executed activities with producers of the 24 chains, the following highlights:

**Business Management:** In this period the services of an administrative assistant were hired to strengthen the business management of the Rabinal Vargas Organization, to strengthen and generate capabilities in business management executed by the organization. For this, administrative, financial and accounting tools are being developed, in order to make operations that allow an adequate control and efficient management of resources.

Furthermore, administrative and business diagnostics of 4 organizations were made. The administrative and hiring actions were performed, and it is expected to begin administrative assistance for the following quarter. These diagnostics are intended to identify the status of the organization in terms of the legal area, participation and performance of the Executive Board, management skills, formal compliance and tax issues, operations of accounting records, management of production processes and commercialization, management of credit programs, funding, financial and legal soundness. The diagnosis will allow generating an analysis to describe the actions to follow according to the aspects assessed for business management capabilities. Administrative diagnoses were performed in rural value chains implemented by ADIP, CINASEM, ADECIGUA and AIDA.

**Technical Assistance:** It continued with technical support to producers of the 24 chains, in processes of specialized technical assistance, training in good agriculture and manufacture practices, and environmental management. Also, the training in food security and gender equity has been strengthened.

During this period a new hiring of a rural promoter assigned to COVENORTE was made, therefore it has 69 technicians and promoters (27 technicians and 42 rural promoters), who support producers of the 24 vegetable and coffee chains.

The technical assistance that develops in each one of the chains is previously defined by mutual agreement with the Board of Directors of the organizations, buyers and PEE's specialists.

The process of technical support to partners and promoters of the organizations is a key element to go with the whole process of planning and field production.

Among the primary and most relevant activities carried out by technicians and promoters, In the case of organizations that produce coffee, the activities and actions were focused on:

- Technical assistance in field crops of partners organizations in the processes of technical management of coffee with emphasis on the management of rust. Visits to

parcels of partners were made to evaluate incidence of rust, and harvest projection 2013 -2014.

- Internal inspection as a prerequisite for organic recertification.
- Monitoring applications of mineral fungistat-broths for the prevention and control of rust.
- Participation in training processes promoted by the PEE on issues related to their activities.
- Training partners on the management of rust and coffee crop.

For the organizations that produce vegetables the actions were focused in:

- Seeding planning meetings according to buyers demand, requirement of agricultural inputs permitted for vegetables production for exportation.
- Support in the process of preparation of soil and seeding.
- Parcels supervision for the application of technological packages according to the specifications of buyer companies.
- Quality supervision of harvest and gathering for buyer delivery.
- Monitoring the planning and seeding home consumption crops like corn and beans in order to support food security of partners of organizations as well as technical assistance accompanying technicians and promoters.
- Training members of organizations in the different promoted crops as peas, green beans in each of the chains.

### **Agricultural Training:**

Supporting the planning set out in the program of technical assistance to members of the 24 chains of RVCP, a series of events were performed, in which training was provided to 1,291 members, of which 20% were women and 80% were men. Among other topics discussed there are:

In the chains of coffee:

- Plantation Renewal and development of foliar fertilizers for organic coffee
- Development of coffee seedlings
- Internal Control System for Organic Coffee Certification
- Coffee Wet Mill and Quality Control
- Management of the Productive structure of coffee tree
- Fertilization of Organic Coffee

In the chains of vegetables:

- Good Agricultural Practices in vegetables for exportation.
- Integrated Pest Management in vegetables
- Efficient usage of water in the agricultural production
- Management of Harvest and Post-Harvest of Green French Beans
- New law to modernize food safety
- Integrated Resource Usage and Biological Pest Control

Through the technical team and developers assigned to chains, more than 4,600 farmers and producers received technical assistance services in field production, which is key to the implementation of management practices of crops.

Moreover and as part of the partnership with USAID, we planned and held a workshop on: **Integrated Management of Potato Disease**, held in February 2014 with the participation of 42 producers and agricultural technicians of western Guatemala. The event was given by an American and two Guatemalan experts on potatoes.

**Commercialization:** As a result of the productive operations performed by 24 chains, commercialization of a total of 21,029.66 quintals was achieved, of which 17,242.02 quintals were horticultural products and 3784.64 quintals of coffee. These sales accounted incomes of US \$ 2,157,510.16, and generated a total of 69,044.17 wages, equivalent to 265 jobs.

In this quarter, we continued working with 11 business alliances of vegetables and coffee, among these are: Green Mountain Coffee, Volcafe, Atlas Coffee Importers, Four Pines, San Juan Agro-export, SIESA, UNIESPECIES, FEDECOCAGUA, GHORTEX, FECCEG and CENMA.

### ***Marketing material and corporate image for each organization***

**Corporate Image:** Four consulting services were contracted for business image development for the organizations: COANEPa, COOPECAFE, ASODINE, and ASIES, that include products such as logos, business cards, labels, packaging, sheets and envelopes letterhead, electronic signatures, institutional and product catalogs, folders, among others.

### **Participation in National and International Fairs:**

In this period there was no participation in trade fairs, although the conditions for the participation of 5 chains in the American Specialty Coffee Fair -SCAA- to be held in Seattle, Washington, United States in April 2014. In this period, the identification and selection of leaders, visa arrangements and administrative actions for participation was made. The results of this activity will be reported next quarter.

### **Organization of Small Coffee Producers from the Ixil area -ORCAFI-**

During this period, through technical and promoters team, the technical assistance and support to coffee growers were followed up in the framework of the Action Plan designed with the support of AGEXPORT. The actions were focused to the process of harvesting and coffee processing to ensure the product quality.

ORCAFI was supported in management before SEGEPLAN for an initiative project for economic development in the Ixil area, oriented to improve investments in order to recover and improve coffee plantations. The proposal responds to the Plan of Action and focuses on the following investment areas:

- Coffee Renovation
- Acquisition of spraying equipment
- Application of organic fertilizers

In this proposal, the contribution of RVCP will be with technical assistance through the technical team and rural promoters.

## **Progress in Promoting Nutritional and Food Security**

In the framework of RVCP, AGEXPORT has established an Alliance with INCAP (members or the consortium of RVCP), who has the responsibility of developing the Food and Nutritional Security in the families that are members of the Chain Business Program (PEE) of vegetables, coffee and crafts of the departments of Quetzaltenango, Quiche, and Totonicapán, prioritizing actions to improve the conditions of health and nutrition of the families that are inside the window opportunity strategy of 1000 days.

### **Methodology or Work Strategy:**

#### **a) Training of promoters in SAN and Gender**

The trainings are developed using the methodology for adult learning which prioritizes experience through teaching methods that consist of 20% theory and 80% practice.

#### **b) Strategy on Educative Process**

The PCSAN-Gender develop training activities through educational sessions in which it seeks to generate knowledge and motivate attitude changes in nutrition and self-care practices, good practices are reinforced with educational material that each family is given. Besides counseling visits are performed, which allow a more direct communication so that the developer shows good practices, promote commitment and reiterate key messages.

#### **c) Risk Management Training**

The methodology for risk management training includes the following phases:

1. Transfer of knowledge to PCSAN-G
2. Tools usage to identify risks
3. Replication on eligible families
4. Monitoring the replication on field

### **Description of the main activities:**

#### **i. Training PCSAN-G on themes of SAN**

INCAP, in the current quarter held a training workshop five days, aimed to the promoters, which was held at the Center for Learning and Knowledge Exchange - CASI. The event was attended by 18 PCSAN-G, and 2 departmental supervisors. The topics in which were trained were: risk

management, household hygiene, practical workshop taking anthropometric measures and nutritional surveillance, in Annex 1 the list of participants is presented.



## ii. Nutritious Family Orchards

As part of the implementation strategy of the orchards in the beneficiary families of chains in March 2014 tour monitoring orchards in 11 value chains was performed. The chains visited were: Progress Foundation, AGESIGUA, ADIES, ADPRA, AIDA, CINASEM, ADIP, NUESVA HOPE, ADINA, AGRIUF and Rios de Agua Viva. This included visiting 27 orchards (10% of total implemented orchards), 18 from men and 9 from women. The objective was to monitor the management that families are giving to the orchards and provide technical assistance to ensure the production of orchards mainly because of the reported problems with chipilín (*Crotalaria longirostrata*) and Macuy (*Solanum nigrum*) germination. Regarding to the implementation of nutritious family orchards, in the current quarter due to the onset of the dry season, it is contemplated its suspension.



Family orchards Guide is a reference material for eligible families whose homes will be a family nutritious orchard, this was developed by the technical team of INCAP, based on experiences of the institute and of recognized institutions (FAO, IICA will be implemented, INIFAT and PROHUERTA). The training material was prepared with 90% of graphical information and 10% text, adapted to the characteristics of the users. This document is under review by the technical group of AGEXPORT, to enrich the content based on their knowledge and experience in the rural value chains.

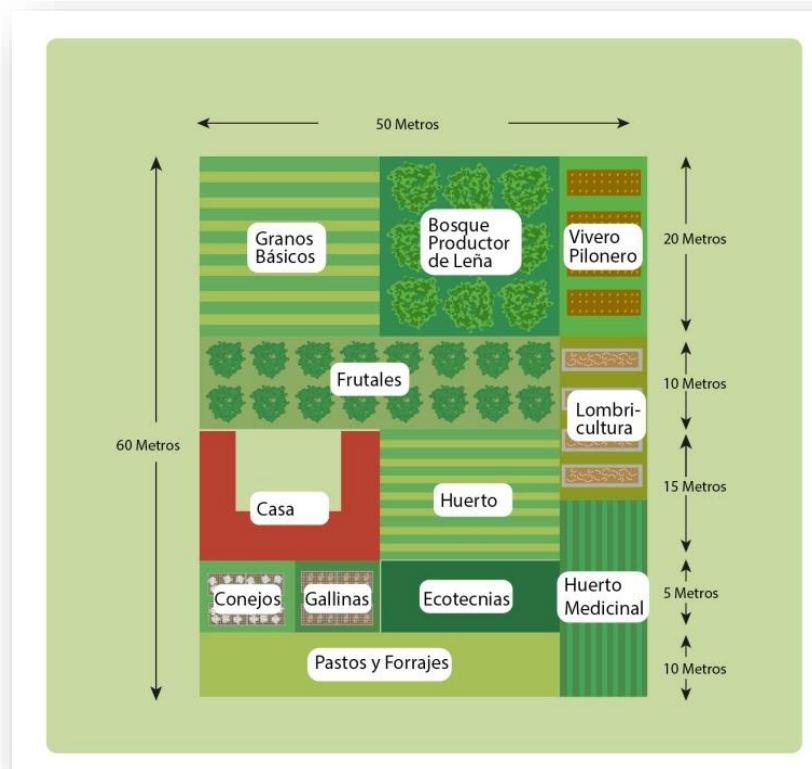


### iii. Training centers in SAN (CCDESAN)

The technical proposal of the Demonstration Centers in SAN has been designed in conjunction with the Technical Group of INCAP. These centers will enhance the knowledge and practices that are promoted in relation to nutritional and food security. It also aims to facilitate the transfer of appropriate technologies, exchange and dissemination of good practice, emphasizing the measures

proposed by the SUN initiative in the framework of the window of opportunity of the 1,000 days, including further appropriate technologies aimed at improving food availability through techniques aimed at optimizing the production, post-harvest and storage of food crop and livestock management.

Below the image of the distribution proposed for CCDESAN.



#### iv. Visits and Counseling in Eligible Homes

During the January-March quarter, we continued with the educational strategy, which consists in making educational sessions for eligible families and home visits to these same families. A total of 635 families participated in educational sessions and 942 families received counseling visits (not necessarily different from the first).

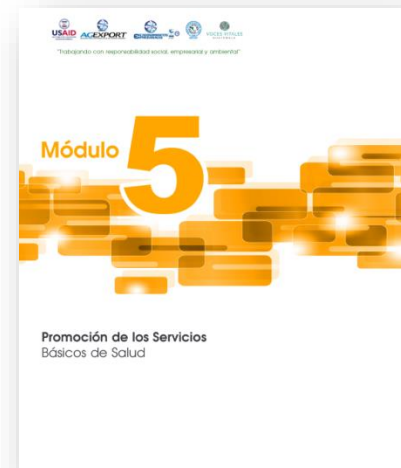


The purpose is to strengthen through visits, the socialized topics in group sessions, having an environment where the mother or caregiver feels confident to express their concerns and opinions on the topic. Also in the visits it is achieved that the developer provides timely and targeted counseling. In the current quarter counseling topics was complementary feeding and other issues during the visit for nutritional surveillance. It brings the opportunity to reinforce the hygiene.



#### **v. Promotion of Optimal and Timely Usage of Health Services**

As part of this activity, the technical team of the project developed training materials on aspects of health and nutrition interventions based on promoting the strategy SUN (Scaling up Nutrition). One of the modules is prepared for the Promotion of Health Services, which includes the next topics: Reproductive health, monitoring and promoting growth in children under 5 years, delivery of micronutrients (folate, iron, zinc, Vitamin A ), vaccine, search of Health Services when signs and warning signs are detected, methodological guide, key messages and counseling.



#### **vi. Oversight plans in SAN**

In March it began the process of nutritional surveillance training to Promoters and departmental supervisors, using a standardized report card in which data of the adoption of healthy practices will be collected regarding to food and nutrition. The hygiene evaluation will be performed in the next process of nutritional surveillance

17 women promoters, 1 man promoter and 2 women departmental supervisors in SAN and Gender have been trained to use the instrument of Nutrition Surveillance that will seek information from the adoption of improved food-nutrition and hygiene practices.



## **COMPONENT 2: Expand participation in rural value chains**

**Leader of C2:** Save the Children

**Strategic Objective:** Expand horticultural and coffee production, as well as, sales model in favor of poor rural households.

**Component Objective:** Improve competitiveness and extend the capabilities in associative selected MSMEs through specialized technical assistance to increase the capacity and market access.

### **I. Progress in the implementation of Component**

Save The Children according to its responsibility area in the consortium has centered its implementation in component 2 “Expand participation in value chains” and in component 5 “Increase crops productivity for home consumption and improve food usage” through a methodology of outsourcing of services, thereby it seeks to give attention to 50 chain groups during the life of the project.

#### **Methodology or work strategy:**

The model used by Save the Children to ensure the achievement of goals on its responsible components is the segmentation of total goals using functional and logistical criteria as geographical zone and crop area execution, for then to undertake a process of identification and selection of partners suitable to implement institutional activities locally, defining four subcontracts in total, providing coverage to 50 producer groups (type B and C) with those who will implemented actions to comply with the goals of the Components 2 and 5.

Save The Children through these institutional partners of implementation identifies the groups of farmers according to established typology (groups of type B and C), and through an intervention of 30 to 36 months with each group, strengthens and consolidates the level of production and business organization, develops training process and technical assistance in exportable production and local market, strengthening links with markets; encourages productivity of home consumption crops and the adoption of good health and nutrition practices. This is intended to meet and achieve the objectives and goals.

To expand delivery capacity and coverage, Save the Children has contracted the services of Association for Agricultural and Micro Business Development -ADAM-, entity that will be responsible for the implementation process in the municipalities of San Juan and Concepción Chiquirichapa Ostuncalco in Quetzaltenango. There have been coordination meetings between the technical teams of Save the Children, ADAM and AGEXPORT to harmonize criteria and focuses of work.

## **II. Administrative Advances for implementation**

### **Technical implementation group management:**

Progress in the recruitment of human resources was made forming the technical team for the implementation of Component 5 in the department of Quiché, through the re-incorporation of one agricultural technician and one technician in health and nutrition, positions that resume preparation for production activities of basic grains associated with rainy season, also includes 26 promoters and 6 community facilitators that strengthen assistance processes in the field, production technology transfer, and commercialization of SAN.

### **Implementation of logistic operation resources:**

Save The Children continued with the acquisition process of a four wheel vehicle and 3 motorcycles with resources of the project, expecting that the buying process concludes in the next quarter, because already undertaken actions in Quetzaltenango and soon Totonicapán.

### **Administrative management of Sub-Contracts**

The Association for Agricultural and Micro Business Development -ADAM- was contracted to run the subcontract vegetables in the department of Quetzaltenango for the amount of US \$ 420,000.00, which will develop 12 rural value chains in the municipalities of San Juan Ostuncalco and Concepción Chiquirichapa.

The relationship with the Association of Agricultural and Management Mam (ADAM) was formalized, with whom induction processes were developed and introduced at the level of Quetzaltenango. Likewise, the convocation process is maintained for identification of implementing agencies to support Save the Children and the convocation for the realization of an Inventory of horticultural groups as potential beneficiaries of the Rural Value Chains Project was launched.

### **Interinstitutional coordination:**

Interinstitutional meetings were promoted, in order to improve coordination among agencies and to avoid duplication of actions in the field. The most important meetings are listed below:

**Participation in Municipal Interinstitutional Coordinator in the Municipality of Concepcion Chiquirichapa:** In this instance the intervention methodology of Save the Children in the execution of PCVR and its advances in identifying potential groups was shared, making the municipal authorities gave the approval to work with groups in this town. This alliance seeks to improve access to new technology, since at this municipality a plant for post-harvest management of potatoes will be installed.

**Coordination with MINECO:** With the Ministry of Economy –MINECO- the alliance has as objective to contribute with the strengthening of the producer groups and its legalizations, and to qualify for better markets and financing sources.

**Más-Frijol (More Beans) Project:** Coordination for the transference of improved varieties of beans to participating households on chains of RVCP at the departments of Quetzaltenango and Quiché, in alliance with Michigan State University –MSU-, Ministry of Public Health and Social Assistance –MSPAS-, and Ministry of Agriculture –MAGA- through the Institute of Agriculture Science and Technology –ICTA-. The MSPAS, strategic partners of the project has as objectives: to strengthen the knowledge of producers in topics of nutrition, health and bean consumption habits as a primary source of vegetable protein and to strengthen the capabilities of the technical personnel of rural health, home educators, and nutritionists of the involved districts in the coverage area.

The ICTA will provide technical advice for production, selection, purchase and reproduction of improved bean seeds for the departments of Quetzaltenango and Quiché. Increase of productivity: It has partnered with ICTA to provide technical assistance and assist in establishing demonstration parcels of maize with the improved material *ICTA San Marceño*.

**Association of Agricultural-Chemical Guild (Agrequima):** The first training was held, directed to field workers of Rural Value Chains sub-contract Quiché, developing the theme of Safety and Responsible Operation of Pesticides, such knowledge will be replicated in each horticultural group of the project.

**Participation in Platform of Cooperation and Interinstitutional Coordination and the Work Group of the Agro-chain of Potato:** This group is coordinated by the National Counsel of Agricultural Development (CONADEA), reliance of MAGA, and involves entities of the Governmental and Nongovernmental sectors, besides de private sector entities, in order to achieve a national agreement of competitiveness to develop the potato chain. In this instance, besides the participation of Save the Children, the participation of ADAM has been promoted in order to identify articulations with different entities to develop support actions for groups of producers of potatoes, mainly for the department of Quetzaltenango where this crop has been identified as the main economic engine.

**Approach with INTECAP:** To meet the specific objective to generate income by non-agricultural activities, an exchange of ideas with INTECAP was developed in order to involve them into complement diagnostic information in this area and design a specific training plan.

### III. Advances on the field implementation of component 2

#### i. Regional Recognition and identification of groups of potential beneficiaries

The incorporation of a new horticultural group was formalized by signing a commitment letter; which will be located in categorization of typology B. Also, in the municipality of Sacapulas, Quiche, a group of producers that dedicates to production of tomato and onion have been identified.

#### ii. Household registration based on selected and confirmed groups

The registration of households members of the Agricultural Association for the Integral *Cinaguense* Development –ASDICI- (see chart No. 4).

**Chart No. 4 Total of beneficiaries registered in new confirmed groups by Component 2**

No.	Association / Group	Municipality	Comunity	Registered Beneficiaries			
				Total	Men	Women	% Women
1	Association of Agricultural Integral Development Cinaguense. ASDICI	Cunén	Cienega	48	43	5	12%

Source: SC-RVCP

By the incorporation of 132 new homes, registration of participating households increased by 21%, so far providing care to a total of 765 households, of which 19% are women. (See table No.4).

**Chart No. 5 Cumulative Totals of households registered in component 2 for RVCP implementation**

No.	Association / Group	Total	Men	Women	% Women
1	Asociación de Desarrollo Integral Agrícola Zacualpense, Aldea Chichá, Zacualpa El Quiché	89	79	10	17%
2	Asociación para el Desarrollo Integral Maya Uspantanense, Aldea Poblaj, Uspantan, El Quiché	40	31	9	23%
3	Grupo de productores de col de brúcelas, Caracolito, Uspantan, El Quiché	46	34	12	26%
4	Asociación de agricultores para el Desarrollo Integral Carrizales, Cunén, El Quiché	46	38	8	17%
5	Asociación de Desarrollo Integral Ixil, Aldea Xevitz, Nebaj, El Quiché	48	45	3	5%
6	Asociación Nuevo Amanecer de Nebaj, Aldea Xexucap Nebaj, El Quiché	63	53	10	16%
7	Grupo de agricultores de la aldea Pamaxan, Cotzal, El Quiché	23	22	1	4%
8	Grupo Centro para el Desarrollo y Defensa Indígena, aldea Xetzac, Cunén, El Quiché	88	46	42	48%
9	Asociación Civil de Desarrollo Integral Agrícola, aldea Chiul	68	50	18	28%
10	Grupo de productores de ejote francés, aldea Chitapol, Uspantan, El Quiché	55	52	3	5%
11	Asociación de Desarrollo Integral Zacualpense (ASODINZA), Zacualpa, Quiché	55	41	14	15%
12	Grupo de Agricultores Zacualpense, Zacualpa, Quiché	40	34	6	25%
13	Grupo de Agricultores Nueva Misión Santa Clara, Cunén, Quiché	56	54	2	4%
14	Asociación de Agricultores para el Desarrollo Integral Cinaguense, ASDICI	48	43	5	10%
<b>Total</b>		<b>765</b>	<b>622</b>	<b>143</b>	<b>19%</b>

Source: SC-RVC

### iii. Strengthening Capacities

- **Strengthening production**

**Training:** During the training were developed with 12 groups of horticultural producers, by the execution of 17 events developing different issues, where 873 people participate with 32% women trained (see Appendix 6). The performed trainings are based on the usage of the “learning by doing” methodology and demonstration of methods.

**Technical assistance:** In this quarter, technical assistance was provided to 613 producers, of whom 14% are women, these activities intend that each producer gradually reaches competitive levels for each crop production and achieve increases in their gross profits per unit area. (See table No. 5).

Technical assistance is provided in a differentiated and continued way with activities ranging from land preparation, pest and disease control, harvesting, commercialization and quality; in this latter theme covers topics of pre-selection, selection and delivery. The technical assistance has been also provided, for the implementation of environmental mitigation plans for commercial crops and local consumption (including management of pesticides or PERSUAP).

**Chart No. 6 Total of technical assistance visits done during the period from January to March 2014**

No.	Association / Group	Total	Men	Women	% Women
1	Asociación de Desarrollo Integral Agrícola Zacualpense, Aldea Chichá, Zacualpa El Quiché	64	56	8	13
2	Asociación para el Desarrollo Integral Maya Uspantanense, Aldea Poblaj, Uspantan, El Quiché	41	29	12	29
3	Grupo de productores de col de brúcelas, Caracolito, Uspantan, El Quiché	41	27	14	34
4	Grupo Centro para el Desarrollo y Defensa Indígena, aldea Xetzac, Cunén, El Quiché	21	16	5	24
5	Asociación Civil de Desarrollo Integral Agrícola, aldea Chiul, Cunén, El Quiché	6	6	0	0
6	Grupo de Agricultores de Chitapol, Uspantan, Quiché	33	31	2	6
7	Asociación de Desarrollo Integral Zacualpense (ASODINZA), Zacualpa, Quiché	42	32	10	24
8	Grupo de Agricultores Zacualpense, Zacualpa, Quiché	40	36	4	10
9	Grupo de Agricultores Nueva Misión Santa Clara, Cunén, Quiché	71	70	1	1
10	Asociación de Desarrollo Integral Ixil, Nebaj, Quiché	121	111	10	8
11	Asociación de agricultores para el Desarrollo Integral Carrizalences, aldea Ojo de Agua Carrizales, Cunén, El Quiché	52	52	0	0
12	Asociación Nuevo Amanecer de Nebaj, Aldea Xexuxcap Nebaj, El Quiché	81	63	18	22
<b>Total</b>		<b>613</b>	<b>529</b>	<b>84</b>	<b>14</b>

Source: SC-RVCP

**Commercialization:** During this period, three organizations of producers achieve to commercialize a volume of 1653.12 quintals of horticultural products, which generates an income of US\$49,245.57<sup>1</sup> (See Chart No.

<sup>1</sup> Change Q.7.743.00 authorized by USAID of US \$ 1.00, to March , 2014.

**Chart No. 7 Registry of commercialized quintals and US\$ generated through its sales in the period from January to March 2014**

No.	Association / Group	Quintals produced	Income US\$
1	Grupo de Agricultores Nueva Misión Santa Clara, Cunén, Quiché	477.82	US \$19,245.38
2	Asociación para el Desarrollo Integral Maya Uspantanense, Aldea Poblaj, Uspantan, El Quiché	126	US \$4,754.10
3	Asociación Civil de Desarrollo Integral Agrícola, aldea Chiul Cunén, El Quiché	1049.3	US \$25,246.08
<b>Total</b>		<b>1,653.12</b>	<b>US\$ 49,245.56</b>

Source: SC-RVCP

**Establishment of new production stages:** In this quarter, 9 of the 13 attended groups have implemented new production stages, representing an area of 46.11 hectares planted with vegetables. A total of 35.69 hectares of French green beans, are destined for the export market while 6.86 hectares of potato to 3.56 hectares of onion are produced for national market. With ASDICI the first stage of French green beans was implemented. (See Chart No. 7).

**Chart No.8 Total of established Hectares by crop during the period from January to March 2014**

No.	Association / Group	Hectares by crop			Hectares Group
		French green beans	Onion	Potatoes	
1	Asociación de Desarrollo Integral Agrícola Zacualpense, Aldea Chichá, Zacualpa El Quiché	5.39			5.39
2	Asociación de agricultores para el Desarrollo Integral Carrizalences, aldea Ojo de Agua Carrizales, Cunén, El Quiché	5.21			5.21
3	Asociación de Desarrollo Integral Zacualpense (ASODINZA), Zacualpa, Quiché	2.65			2.65
4	Grupo de Agricultores Nueva Misión Santa Clara, Cunén, Quiché	7.16	3.56		10.72
5	Grupo de productores de col de brúcelas, Caracolito, Uspantan, El Quiché			3.91	3.91
6	Asociación Nueva Amanecer de Nebaj, Xexuxcap, Nebaj, Quiché			2.95	2.95
7	Grupo de Agricultores de Chitapol, Uspantan, Quiché	4.82			4.82
8	Asociación para el Desarrollo Integral Maya Uspantanense, Aldea Poblaj, Uspantan, El Quiché	3.26			3.26
9	Asociación de Agricultores para el Desarrollo Integral Cinaguense (ASIDIC)	6.69			6.69
10	Grupo de Agricultores Zacualpense, Zacualpa, Quiché	0.51			0.51
<b>Total</b>		<b>35.69</b>	<b>3.56</b>	<b>6.86</b>	<b>46.11</b>

Source: SC-RVCP

With the incorporation of new areas for the cultivation of vegetables, in this quarter a total of 75 jobs was generated, distributed in 69.12 for men and 6.29 for women, equivalent to a total of 19.606 wages, of which 8% corresponds to wages developed by women; (see chart No. 8). Activities in the



phases of preparation, production and agronomic management, cutting, packaging and commercialization of export crops and local market, involves the usage of more local workers, representing new sources of employment and improve of family income.



**Chart No. 9 Total of generated wages during the period from January to March 2014**

No.	Association / Group	Total	Men	Women	% Women
1	Asociación de Desarrollo Integral Agrícola Zacualpense, Aldea Chichá, Zacualpa, El Quiché	2,564	2,332	232	9
2	Asociación para el Desarrollo Integral Maya Uspantanense, Aldea Poblaj, Uspantán, El Quiché	1,406	1,196	210	15
3	Grupo de productores de col de brúcelas, Caracolito, Uspantán, El Quiché	420	414	6	1
4	Grupo Centro para el Desarrollo y Defensa Indígena, aldea Xetzac, Cunén, El Quiché	270	201	69	25
5	Asociación de Desarrollo Integral Zacualpense (ASODINZA), Zacualpa, Quiché	1,054	834	220	21
6	Grupo de Agricultores Nueva Misión, Santa Clara, Cunén, Quiché	4,870	4,579	291	6
7	Asociación de Desarrollo Integral Ixil, Nebaj, Quiché	1,280	1,104	176	14
8	Asociación de agricultores para el Desarrollo Integral Carrizalences, Aldea Ojo de Agua Carrizales, Cunén, El Quiché	1,552	1,536	16	1
9	Asociación Civil de Desarrollo Integral Agrícola, aldea Chiul, Cunén, El Quiché	1,383	1,227	156	11
10	Asociación Nuevo Amanecer de Nebaj, Xexuxcap, Nebaj, Quiché	2,080	1,859	221	11
11	Grupo de Agricultores de Chitapol, Uspanta, Quiché	1,861	1,861	0	0
12	Asociación de Agricultores para el Desarrollo Integral Cinaguense (ASDICI)	770	740	30	4
13	Grupo de Agricultores Zacualpense, Zacualpa, Quiché	96	88	8	8
<b>Total</b>		<b>19,606</b>	<b>17,971</b>	<b>1,635</b>	<b>8%</b>

Source: SC-RVCP

- **Organizational Strengthening**

With the support of Ministry of Economy -MINECO- four training events were developed for groups of producers: *New Mission, Santa Clara, Xetzac, and Chitapol* on the topic of associativity. MINECO will support the legalization process, to facilitate their ability to function in a business environment.

As part of the creation of the network of community promoters, an induction event were developed for 33 individuals, who will perform charges of community promoters and facilitators and 15 persons representing corporate boards.

## COMPONENT 3: IMPROVE AGRICULTURE PRODUCTIVITY

**LEADER OF C3:** AGEXPORT

**Strategic Objective:** Improve the agricultural productivity through accessing new technologies for innovation, mitigation and adaptation to climate change, good agricultural practices, and demanded certifications to improve competitiveness of associative MSMEs.

From the Exchange tour performed in the past quarter to Marcala, Honduras, where the low pressure irrigation technology was known, and which Enterprises for International Development – IDE- are implementing in such country, making a strategic alliance with IDE was achieved, for the establishment of a demonstrative parcel in APRODEFI for a family orchard of 500 mts<sup>2</sup> with the low pressure irrigation for production of vegetables for home consumption: cabbage, tomato, bell peppers. IDE facilitated 700 kits of 20 mts<sup>2</sup> that will be established in family orchards from families that are members of the Nutritional and Food Security Program, who meet the requirements of the window of the 1000 days. Likewise, an alliance with the University of North Carolina, IDE and Zamorano Panamerican School was made to establish 8 plots in which trials are implemented to assess low pressure irrigation systems and vegetal mulch in 4 chains located in Quiche: ADECIGUA in *Sacapulas*, ADIP in *Uspantan*, APRODEFI in *Chajul*, and AGROSIXIL in *Nebaj*.

## COMPONENT 4: Expand markets and commercialization through innovation of private sector

**Leader of C4:** AGEXPORT y *Cuatro Pinos* Cooperative

**Strategic Objective:** Facilitate through the creation of a Federation of Cooperatives the incorporation of small producers of non-traditional producers of vegetables to export markets through its insertion to value chains of vegetables, generating productive exportable offer, expanded services, transformation, and commercialization of their production, in a strategic alliance with the *Cuatro Pinos* Cooperative and its horticultural development model.

In surveys conducted with business leaders and horticultural organizations in the coverage area, it was concluded that the proposed strategy originally involve much longer than expected for the duration of the project, so for the next report a redesign of this component will be submitted to USAID mission for review, discussion and approval.

## COMPONENT 5: Extend the crops productivity for home consumption and to improve food usage

**Leader of C5:** Save the Children and INCAP

**Strategic Objective:** Increase the productivity of crops grown in rural households for home consumption and improve the usage thereof.

## a) Advances in execution of Component 5

### i. Diagnoses of Nutritional and Food Status

The technical team of component 5 of RVCP concluded the field phase for elaboration of diagnoses in Nutritional and Food Security with the following groups: Agricultural Group *Caracolito*, Integral Development Association *Zacualpense* (ASODIAZ), and Agricultural Group *Zacualpense* (GAZ).

Likewise, approaches have been initiated for the development of situational diagnosis of SAN into the following groups: Civil Agricultural Development Association (ACDIA), Integral Development Association *Zacualpense* (ASODINZA), Agricultural Group *Nueva Mision Santa Clara*, Agricultural Association for Integral Development *Cinaguense* (ASDICI).

### ii. Strengthening capabilities and promotion of behavioral changes

- **Strengthening agricultural, health and nutritional capabilities:**

During this period, 11 groups were trained through the execution of 35 training events, developing different topics, 908 persons participated, from which 55% were trained women (see chart No.10)

**Chart No. 10: Description of training events and number of trained producers by component 5**

No.	Topics covered during the quarter	Participants Trained			
		Total	Men	Women	% Women
1	Good family life	384	169	215	56%
2	Family Food	77	6	71	92%
3	Corn crop management : mass selection	62	30	32	52%
4	Corn crop management : pre- sowing ( planting distances , number of grains posture and use of improved seed corn )	385	200	185	48%
Total		908	405	503	55%

Source: SC-RVCP



**Chart No. 11: Registry of trained participants by Association / Group disaggregated by gender in component 5 of RVCP**

No.	Association / Group trained	No. Training	Participants Trained			
			Total	Men	Women	% Women
1	Grupo de Agricultores Caracolito	1	15	5	10	67%
2	Asociación de Agricultores para el Desarrollo Integral Carrizalences	4	132	42	90	68%
3	Grupo Centro Para el Desarrollo y Defensa Indígena	4	243	55	188	77%
4	Grupo de Agricultores Pamaxan	2	26	10	16	62%
5	Asociación de Desarrollo Integral de las Aldeas San Luis Las Anonas y Poblaj Maya Uspantanense	4	85	47	38	45%
6	Asociación de Agricultores de Desarrollo Integral Ixil	2	23	0	23	100%
7	Asociación Nuevo Amanecer de Nebaj	2	57	39	18	32%
8	Grupo de Agricultores Chitapol	6	78	65	13	17%
9	Asociación de Desarrollo Integral Zacualpense	2	42	29	13	31%
10	Grupo de Agricultores Nueva Misión Santa Clara	3	104	73	31	30%
11	Grupo de Agricultores Zacualpense	5	103	40	63	61%
<b>Total</b>		<b>35</b>	<b>908</b>	<b>405</b>	<b>503</b>	<b>55%</b>

Source: SC-RVCP

- **Strengthening capacities to increase performance of basic foodstuffs**

Eight lands (with area of 441 square meters, or 1 chord by ground) were identified and selected to implement equal number of demonstration plots with improved maize seed variety ICTA San Marceño (see Chart No. 12)

**Chart No. 12: Registry of selected lands for the implementation of demonstrative parcels with improved maize seeds**

No.	Association / Group trained	Demonstration Plots	Municipality	Location
1	Asociación de Agricultores para el Desarrollo Integral Carrizalences	3	Cunen	El Pericón, Los Pajales and Ojo de Agua
2	Asociación Civil de Desarrollo Integral Agrícola	3	Cunen	Chiul
3	Grupo Centro Para el Desarrollo y Defensa Indígena	1	Cunen	Xetzac
4	Grupo de Agricultores Nueva Misión Santa Clara	1	Cunen	Santa Clara
<b>Total</b>		<b>8</b>		

In educational sessions, posters were distributed to 919 households with messages of complementary feeding topics, promoting changes in dietary behavior, health and hygiene, taught during the quarter, advancing 35% of the proposed households.

**b) Quetzaltenango Subcontract:**

**i. Regional recognition and identification of groups of potential beneficiaries:**

ADAM has contacted and visited 6 producer organizations to promote their involvement in the project; these meetings have presented the objectives, goals and methodology of intervention of the program.

**ii. Administrative Advances in subcontract:**

The ADAM's technical team was integrated, which is formed as follows: A coordinator, a technician in agribusiness, a technician in organizational strengthening and technician in marketing. Recruiting 12 community promoters to be undertaken under the agreements signed with groups are still pending.

**c) Subcontracts Totonicapan and Coffee:**

The call to identify a consultant that supports the initial identification of groups and evaluate overall context of intervention in the municipality was launched.

## COMPONENT 6: Improve competitiveness of crafts value chains

**Leader of C6: AGEXPORT /Craft Commission.**

**Strategic objective:** Strengthen women participation in crafts value chains and increase productivity and competitiveness of MSME's that produces crafts.

In this period October-December 2013, principal activities and developed advances by craft commission of Agexport are presented.

During this period, continuity and support were given to chains of the above period to strengthen the productive and commercial operations and above all the efforts to accomplish the previewed actions in operative plan 2013/2014 were focused.

**The implemented work strategies in this period revolved around:**

- Territory exploration for the identification of new crafts chains for which is being coordinated with partners entities of AGEXPORT.
- Entailment of the different identified chains with related buyers to decoration and gifts market.
- Seeking alliances with industry for chains that can provide raw materials that can be used on a larger scale, not using complex production processes.
- Articulate agricultural chains to component 6, providing services and development to artisan chains.
- That the activities to be developed are commercially sustainable.
- Establish alliances with territorial entities own of the themes, to optimize the human and economic resources, as well as other links in national and international level.
- Diffusion and divulgation of generated advances in the areas of intervention.
- Classify the organizations based on its development level which differentiate strategies of intervention and more work focused based in the needs.

Description of the main activities done in the period:

### 1. Identification of new chains

During this quarter, the identification of groups of artisans continued, leaving finally a list of 12 chains that have been classified into categories A, B and C. At this time, five chains have been approved and 8 are being approved. Below, the corresponding chart.

**Chart No. 13. Approved Craft Chains**

No.	Chain	Buyer
1	Asociación Chajulense de Mujeres Unidas por la Vida	From The Mayan People To You
2	Asociación de Mujeres Tejedoras para el Desarrollo Integral Concepción Chiquirichapa - AMTEDICH -	La Casa Cotzal
3	Fundación Agros, Proyecto Agros - Ixil	The Mayan Store
4	Asociación para el Desarrollo Integral Buenos Aires - ADIBA	KIEM, S.A. Guambú La Fábrica
5	COPITEM	The Mayan Store



## 2. Design and development of new products

In order to link chains with potential buyers a field visit was made to the headquarters of the Cooperative RL COPITEM in the municipality of *Momostenango*, Totonicapan, with 12 international entrepreneurs recognized chain stores like West Elm and William Sonoma, making several entrepreneurs identify products that may be of interest to experts in the field of interior design and home decor. A strategic alliance to increase the production capacity of the chains, by requiring new designs requested by customers that can be adapted to the craftsmanship of the artisans organizations was achieved.

In April, a show room of all handicraft chains identified to date was held, in order to provide interested businessmen a range of craft product, which concluded with a commitment to meet customer demands.

Development of new products, paintings and figures based on beaded, household products such as carpets, cushions, embroidered bags components, textiles with various designs for clothing, pompoms and additional accessories, new designs of wooden figures for lamps and furniture decoration, were pushed. It has given strict adherence to each of the organizations in order to support the logistics of delivery, quality and compliance in negotiations with interested buyers.





### 3. Business Formation

To the extent that new chains have joined, their respective administrative and business diagnoses have been made, noting that their needs are the following:

- Training on accounting and financial issues.
- Consultancy and / or advice on issues of formal legalization of organizations.
- Training on specific topics such as tailoring, making fiber-based products (baskets) and carpentry.

Currently is being made a process of selection field technicians that will be closely to the implementation of a plan to improve the aforementioned aspects.

In order to strengthen capacities and diversify the range of existing products from ADIBA organization, a workshop on "Development of baskets with pine needles", where 20 selected women artisans participated, took place. These women were taught on the following themes: Collecting pine needle, cleaning process pine needle, making different styles of baskets, and quality control.



### Commercial Promotion

### New York Now Fair:



As a result of the Alliance with The Mayan Store, member of RVCP, there was a participation in the handmade sector of the New York Fair, which took place from February 1st to February 6th. The products of *Chajulense* Association, Ixil Concept, and ADIBA were promoted. An important customer portfolio, the elaboration and deliver of prototypes and orders were gained.



After the participation in previous dates in the New World Crafts Fair, and after a visit to the central office of CB2 ( part of CREATE & BARREL, with more than 147 stores en different cities of USA, Mexico and Europe), in this quarter an order for the development of new products based on beaded jewelry was

obtained, which will meant the improve of income to the artisans of ADIBA and the development of the organization.

### Apparel Sourcing Show:

Through the Alliance with *Casa Cotzal*, chains of RVCP will participate from 20<sup>th</sup> to 22<sup>nd</sup> of May in the most important and biggest Apparel event in order to introduce concepts of appliques and costume accessories based on artisan textile, to the market.



### Commercial Alliance with West Elm:

The retail chain of USA “West Elm” through the company “The Mayan Store” sent an initial purchase order of 539 wool carpets, produced by *Copitem y Artisans Guild Momostecos*. Quality proofs are being developed to assure the standards required by such market.

#### **Maria´s Bag:**



The delivery of an order based on ribbon wire wound in three colors produced by the organization *Ixil concept* was performed. Currently, the process for developing a new line product whose designs will be developed by organizations AMTEDICH, COPIMARI, ASODIMAC and Chajulense Association is being performed.

#### **La Casa Cotzal:**

The alliance of La Casa Cotzal with the company AMTEDICH was performed, in order to develop several products that will be presented before international costumers as existing products in its offer. Additionally, prototypes of canvases, for making handbags and bags for cosmetics, will be developing for further orders and participation in the New York Now Fair on August 2014.



#### **4. Learned Lessons**

Within the learned lessons during this period of advances for the project may include the following:

- Field visits for sensitization and acknowledgement of organizations that are members of the Project.
- Constant and personalized accompaniment for the preparation of samples and prototypes.
- Monitoring and tracking orders and status information to buyers.
- Promote a constant business climate at the organizations to keep motivated the artisans and organizations for employment generation.
- Inclusion of new commercialization channels through participation in crafts fairs and festivals locally and internationally.
- Keep the design proposal of the purchaser to facilitate communication and development of customized products to current demand.

### **VII. Cross-Cutting Themes:**

- **Environmental Sustainability**

In this quarter the socialization of the environmental mitigation plans of coffee, vegetables, crafts, and home orchards was performed with the 43 organizations that executes the chains and the

technicians and promoters that give services of technical assistance to the rural value chains; after this socialization, the implementation of the standards of each chain began.

### **Alliance with HIVOS**

During the period, progress was made in identification and knowledge of practices, of accessible and inexpensive adaptation to climate change, which are being promoted with the groups of the program. These technologies are developed under the value chain approach and the generation of productive supply to export markets and to improve nutritional and food security of families.

### **Identification of Agricultural Value Chains and/or managing of natural resources for adoption of better practices of adaption to climate change**

- Experience Exchange Tour

A communitary experience Exchange tour was performed to know the agroforestral systems, with adaption to climate change, that are implemented in parcels of *Finca Santa María Dolores*, in the municipality of Playa Plana Grande Ixcan, Quiche. In this activity, 13 men and 2 women that represent 4 associations participated. These associations are: *Rios de Agua Viva Association*, Integral Development Association *Nueva Esperanza*, Integral Development Association *Nueva Alianza*, and Integral Savings and Credit Cooperative *Café R.L.*

This system of agroforestral management, with the use of Guama<sup>2</sup>, annually provides the generation of organic matter in mulch up to 35 centimeters thick, reducing the usage of agrochemicals (fertilizers and pesticides) and eliminating the manual cleaning of soil. Besides, improves the soil with the incorporation of nitrogen due to underground nodules produced and to rapid decomposition of the leaves. The application of organic matter in corn and beans significantly increases its performance, improves degraded soils and provides plenty of firewood.



- Implementation of demonstrative activities of adaption to climate change

As a result of the exchange of experiences promoted by TNC, producers members of Producers Association of Ixil family –APRODEFI- and Integral Savings and Credit Cooperative *Café R.L.*– COPECAFE- began the implementation of agroforestral systems of Guama. APRODEFI has planned the installation of demonstrative parcels where plantation of Guama can be combined with coffee plantations, and has installed a forestry nursery for the reproduction of such plantation. Both chains will count with technical assistance of specialists of TNC and AGEXPORT.

- **Gender Equity Promotion**

**Strategic Objective:** Promote the incorporation of rural women in the economic development of their community, facilitating their active participation in associations through gender equity promotion, strengthening of their leadership and access to improve their economic, personal and technical capabilities.

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<sup>2</sup>Guama : Family tree legumes used for shade plantations like coffee and the sheet when detached organic matter occurs which helps the soil.

## **Advances on the Execution:**

### **i. Coordination with INCAP to obtain supplies from PCSAN-G**

In March, personnel of VVG and INCAP reached agreements to develop the methodology to implement the PCSAN-G gender topics and activities carried out with women with leadership potential. According to the preliminary schedule, monthly activities with identified women leaders are scheduled to begin in July of this year.

### **i. Identification of organizations that provides support on the themes of access to water and land, finance, and production technologies.**

VVG draft and sent a letter addressed to the governments of Quiche, Totonicapan and Quetzaltenango, just to continue the mapping of organizations that support the theme of women in MSMEs. It will continue tracking these letters in the quarter April to June 2014.

### **ii. Advice and support to decision makers in Gender**

In February 2014, seven (7) visits to productive organizations in Totonicapan, Quetzaltenango and Chimaltenango were done by VVG, in order to gather information regarding the level of participation of men and women in decision-making organizations.

It was established that in the majority of organizations men participate more than women in the spaces of decision-making, among the reasons of why women do not participate, are: lack of time for household duties, care must be given to family and children, lack of education, do not speak

Spanish, cannot read and write (this is required for write records or opinions as part of the activities of the Board of Directors) are discouraged, afraid, unaware of the processes. The low educational level of women was confirmed, it was observed that many of the women were very shy, and reluctant to answer the questions asked during the group work.

**Chart No. 14 Visit participants of accompaniment to decision makers in in gender**

No.	Participants / instances	Women	Men	Total
1	Board of Directors	0	19	19
2	Partners	70	14	84
3	Technical	0	6	6
4	Promoters	0	2	2
5	Others	17	1	18
<b>TOTAL</b>		<b>87</b>	<b>42</b>	<b>129</b>

- **Knowledge Management:**

In this period, together with IICA the scopes of the component were defined, which will be focused on the **"systematization of the process and the experiences generated by the Rural Value Chains Project (RVCP) of USAID / AGEXPORT as tools to strengthen the management of knowledge about initiatives that contribute to the generation of income, jobs and reducing malnutrition and rural poverty."**

**The General Objective will be:**

Contribute to knowledge and good practice in Guatemala on Rural Development through the systematization and analysis of the process and experiences from the implementation of the Rural Value Chains Project -USAID / AGEXPORT- as a viable tool for generating employment, income, including social and sustainable poverty reduction.

**While specific objectives are aimed to:**

1. Identify, reconstruct, analyze and systematize the different phases that have been taken from the generation of the project idea, define objectives and strategies, formulation and negotiation with USAID, also from the preparatory phase and implementation arrangements, starting and running; and within the framework of consortium of partner organizations involved in the implementation of Rural Value Chains Project -USAID / AGEXPORT-, the cooperating entity and other key allies.
2. Count on relevant case studies which allow identifying strengths, weaknesses, learned lessons and best practices in planning, management and implementation of business linkages of vegetables, coffee and crafts, as well as success factors and encountered limitations in the process implementation.



3. Identify the key elements that have favored and / or disadvantaged relations between the Project, participating organizations, public and private institutions and national and international partners in the development of allied chains.
4. Propose recommendations to generate and socialize knowledge from practical experience that will enable the project, the partners, the engaging, and other public entities, identifying challenges and opportunities for strengthening processes that contribute to rural development in Guatemala.
5. Provide feedback to the members of the consortium and suggestions for improving the performance of the project in selected strategic topics.
6. Socialize relevant findings and experiences with the various involved actors in the process, through technical, academic and reflection in the intervention areas and nationwide events.

**For this, the following products are expected:**

Through the services of IICA, at least the following products are expected:

1. Document of systematization process of implementation of the rural value chains project, from a vision and joint action with the consortium partners and other stakeholders. To develop this product, the following aspect should be considered:
  - Reconstruct the process from the exploration phase of allies (Why these allies?, What motivated the interest of siding?, etc.), definition of roles and functions, alliance agreement (Surge consortium), pre-investment (Draft a proposal to USAID, the negotiation of leading trading entity, previous agreements on execution, preparatory phase (agreements / contracts between the parties), work strategies, defining goals and main activities per component, pre-operative plan, initial POA approved by USAID, identification and selection of first chains, etc.
  - Analyze the scopes, advantages and disadvantages of the comprehensive approach to the project strategy in production, trade, food security, environment and gender.
  - Highlight the role of USAID as the donor and accompanying of the process, AGEXPORT as executor and leader, and of the consortium partners and their components, etc.
  - The project and its articulation in the public and private sectors, its allies, the role of AGEXPORT of the central coordination committee of the partners of USAID and the departmental committees of the partners of USAID in the departments of Quiché, Quetzaltenango and Totonicapán.
  - The Role of producer organizations and producers participating in corporate chains, the mechanisms for communication and coordination with the project team, etc.
2. Document of systematization about the agricultural business chains: A viable tool for local or regional economic development strategy. (This document will be made based on chains that are or will be on implementation during the period October 2013 to September 2015).

For this, the following elements should be considered:

- Analyze the methodology, scopes, strategies, limitations, determining factors, roles of organized producers, trade and export companies and results of the overall experience.
  - Analyze the SAN approach, environment and gender, their advantages, roles of partners, etc. (Taking elements of the model of Dr. John Mellor).
3. Case Study: The Rural Value Chains Project USAID / AGEXPORT, its intervention with the partners of USAID in a working plan set in Xix Village, Municipality of Chajul, department of Quiché. Its design, process, results and projection to other municipalities and communities of Quiché, Totonicapán and Quetzaltenango.
  4. Case Study: Economic empowerment of women in crafts and agricultural activities. (To be defined in conjunction with the project team and Vital Voices, during the development of the consultancy).
  5. Case Study: Network of Coffee Producers Organizations -ORCAFI- Ixil, its origin, actions and role in the treatment of rust disease in the Ixil coffee production.
  6. At least 3 studies or success stories: Productive technological innovation (technology: irrigation and mulch, etc.), organizational, commercial and coordination factors; Key in the commercial agricultural productivity and home consumption. (They will be defined together with the project team and INCAP during the development of the consultancy).
  7. At least 3 networking events of progress and results of the systematization and performed studies at the level of the areas of intervention of Rural Value Chains Project. Such events should be conducted in Quetzaltenango, Quiché and Totonicapán, where representatives of chains, subjects of research, public and private entities, national and international partners, academics and other key actors.
  8. At least 3 public events for analysis and discussion (forums, symposia, workshops, master classes and others), in which the results of the systematization and studies are presented. The events and formal presentations done by the knowledge managers will be more frequent in the last years of the project.

With this scope basis, it is expected that for the next period IICA will begin the process of systematizing the process and case analysis.

## **VIII. Communication**

The communication Unit of the Chain Business Project wrote 10 informative notes about the advances and accomplishments of the Rural Value Chains Project. These notes were published both in the digital platform “Today Agexport” and in our daily bulletin “Our day to day” of the Development Division and the Rural Value Chains Project, and also in the web page ([www.encadenamientosempresariales.com](http://www.encadenamientosempresariales.com)).



The aforementioned informative platforms reach AGEXPORT partners, strategic partners of RVCP, donor agencies and other interested contacts in rural development in Guatemala.

The notes issued are:

- AGEXPORT, in the framework of Rural Value Chains Project, share experience on business chains with government and non-government agencies that support entrepreneurship with rural women in western Guatemala.
- Small Coffee Growers of *Chajulense* Association initiate the process of renovation of coffee plantations affected by rust.
- Specialists of the Development Division of AGEXPORT provide information on rural value chains to experts from Catholic Relief Services -CRS-
- Professionals of the Business Chains Program of AGEXPORT involve in the validation of map of vegetation cover and usage of land generated by the Ministry of Agriculture, Livestock and Food.
- The integrated pest management and diseases in the potato crop is promoted in the west of the country through training provided to different representatives of potato producers and buyers groups.
- Technical personnel of Rural Value Chain of Development Division of AGEXPORT is trained on integrated pest management by the Department of Agriculture of United States - USDA-.
- Eco Business chain of *San Juan Ostuncalco* start certification process of organic coffee production.
- Mr. William Brands, director of USAID-Guatemala takes tour of the department of Quiché for actions in the field and the progress of projects being implemented under the "Feed the Future" initiative.
- Alliance between de Business Chains Program and International Development Enterprise – IDE-Honduras, allows the implementation of irrigations systems at the *Ixil* area.
- Chain business program seeks options to implement technological systems of low pressure irrigation with IDE support.

## **IX. Administration**

# FEDERAL FINANCIAL REPORT

(Follow form instructions)

1. Federal Agency and Organizational Element to Which Report is Submitted  Agencia para el Desarrollo Internacional - USAID-		2. Federal Grant or Other Identifying Number Assigned by Federal Agency (To report multiple grants, use FFR Attachment)  520-A-12-00003		Page 1	of 1 pages	
3. Recipient Organization (Name and complete address including Zip code)  Guatemalan Exporters Association - AGEXPORT - 15 Avenue 14-72 zone 13 Postal Code 01013						
4a. DUNS Number  846105302	4b. EIN	5. Recipient Account Number or Identifying Number (To report multiple grants, use FFR Attachment)	6. Report Type <input checked="" type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annual <input type="checkbox"/> Annual <input type="checkbox"/> Final	7. Basis of Accounting <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual		
8. Project/Grant Period (Month, Day, Year) From: May 29, 2012 To: May 22, 2017			9. Reporting Period End Date (Month, Day, Year) March 31, 2014			
10. Transactions (Use lines a-c for single or multiple grant reporting)			Cumulative			
Federal Cash (To report multiple grants, also use FFR Attachment):						
a. Cash Receipts			\$ 3,657,987.21			
b. Cash Disbursements			\$ 3,569,547.75			
c. Cash on Hand (line a minus b)			\$ 88,439.46			
(Use lines d-o for single grant reporting)						
Federal Expenditures and Unobligated Balance:						
d. Total Federal funds authorized			\$ 23,000,000.00			
e. Federal share of expenditures			\$ 3,569,547.75			
f. Federal share of unliquidated obligations			\$ 3,356,452.25			
g. Total Federal share (sum of lines e and f)			\$ 6,926,000.00			
h. Unobligated balance of Federal funds (line d minus g)			\$ 16,074,000.00			
Recipient Share:						
i. Total recipient share required			\$ 1,200,000.00			
j. Recipient share of expenditures			\$ 81,445.74			
k. Remaining recipient share to be provided (line i minus j)			\$ 1,118,554.26			
Program Income:						
l. Total Federal program income earned			\$ -			
m. Program income expended in accordance with the deduction alternative			\$ -			
n. Program income expended in accordance with the addition alternative			\$ -			
o. Unexpended program income (line l minus line m or line n)			\$ -			
11. Indirect Expense	a. Type	b. Rate	c. Period From	d. Base	e. Amount Charged	f. Federal Share
g. Totals:			0	0	0	0
12. Remarks: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation:						
13. Certification: By signing this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the expenditures, disbursements and cash receipts are for the purposes and intent set forth in the award documents. I am aware that any false, fictitious, or fraudulent information may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 18, Section 1001)						
a. Typed or Printed Name and Title of Authorized Certifying Official Daisy Elizabeth Mazariegos - Administradora Financiera Programa de Encadenamientos Empresariales AGEXPORT			c. Telephone (Area code, number, and extension) 2422-3300 ext 3569			
			d. Email Address daisy.mazariegos@agexport.org.gt			
b. Signature of Authorized Certifying Official			e. Date Report Submitted (Month, Day, Year) April 09, 2014			
14. Agency use only:						

Standard Form 425 - Revised 6/28/2010  
OMB Approval Number: 0348-0061  
Expiration Date: 10/31/2011

Guatemalan Exportes Association

Development Division

Business Chains Program

Budgetary Status of the Rural Value Chains Project



CO	Budget Lines	Activities	General Budget 2012-2017	Budget 2013-2014 (POA)	Expenses T1 Oct - Dec 2013	Expenses T2 Jan - Mar 2014	Balance	%
			USD	USD	USD	USD	USD	
Component 1: Improve competitiveness of value chains	Competitive Fund	Specialized AT specialized in Business Development -Chains- 60 Value Chains	\$2,787,500	\$911,760	\$111,151	\$109,988	\$690,621	12%
	INCAP	Food Safety and Nutrition	\$547,500	-	-	-	-	0%
	Vital Voices Guatemala	Gender equity	\$180,000	\$35,974	\$35,647	-	\$327	99%
	Dif. Commission coffees	Agricultural productivity, Coffee	\$45,000	\$24,000	-	-	\$24,000	0%
	Laboratory commission	Tours and activities with the laboratory commission laboratory	\$67,500	\$20,000	-	-	\$20,000	0%
	Wages intelligence Markets	Intelligence Wages Markets	\$2,635,238	\$453,154	\$100,021	\$88,375	\$75,933	22%
	Movilization, studies, others	Travel expenses and per diems, hirings, workshops and others	\$540,000	\$162,436	\$35,994	\$19,605	\$106,837	22%
	Exchange tours	Tours and trips for experiences exchange	\$30,000	\$8,974	\$252	\$1,175	\$7,547	3%
	Office equipment	Office equipment for PEE staff	\$60,000	\$20,067	\$9,123	\$173	\$10,771	45%
	ISO 9001-.2008	Recertification SGC PEE	\$30,000	\$7,000	-	-	\$7,000	0%
	AGEX Marketing	Participation in national and international trade shows	\$200,000	\$42,000	\$21,564	\$16,916	\$3,520	51%
	Mitigation Plan	Environmental Mitigation Plan and management activities environmental for 60 strings horticultural and coffee	\$338,306	\$152,539	-	-	\$152,539	0%
	<b>Component 1 Subtotal</b>		<b>\$7,461,044</b>	<b>\$1,837,904</b>	<b>\$313,752</b>	<b>\$236,232</b>	<b>\$1,099,095</b>	<b>17%</b>

CO	Budget Lines	Activities	General Budget 2012-2017	Budget 2013-2014 (POA)	Expenses T1 Oct - Dec 2013	Expenses T2 Jan - Mar 2014	Balance	%
			USD	USD	USD	USD	USD	
Component 2: Expand participation in the value chains	SAVE THE CHILDREN	Local organizations for development management and production (SC and 03 organizations)	\$3,388,000	\$1,042,497	\$71,235	\$115,264	\$855,998	7%
		Foundation Vital Voices Guatemala	\$60,000	\$18,324	\$18,324	-	-	100%
	Mitigation Paln	Environmental Mitigation Plan and environmental management activities for 30 horticultural chains and coffee.	\$121,443	\$32,627	-	-	\$32,627	0%
	Component 2 Subtotal		\$3,569,443	\$1,093,448	\$89,559	\$115,264	\$888,625	8%
Component 3: Improve agricultural productivity	Chain Program	Introduction of alternative technologies to adaptation and mitigation	\$100,000	\$106,400	-	-	\$106,400	0%
		Technological demonstration plots	\$100,000	\$56,000	-	-	\$56,000	0%
		School of Foreign Trade -AGEXPORT-	\$200,000	\$69,940	\$19,588	-	\$50,352	28%
	Component 3 Subtotal		\$400,000	\$232,340	\$19,588	-	\$212,752	8%
Component 4: Expand markets and marketing	Chain Program	Expansion of markets and trade, unleashing innovation and investment in the private sector (Private aggregator)	\$3,000	\$112,000	-	-	\$112,000	0%
	Component 4 Subtotal		\$3,000	\$112,000	-	-	\$112,000	0%
Component 5: Increase productivity of	SAVE THE CHILDREN	Technical assistance and support basic grains productivity	\$1,212,000	\$245,729	\$30,890	\$59,366	\$155,473	13%
		Productive Diversification						
		Nutrition education						
	INCAP	Demonstrative centers	\$202,500	-	-	-	-	0%
Component 5 Subtotal			\$1,414,500	\$245,729	\$30,890	\$59,366	\$155,473	13%

CO	Budget Lines	Activities	General Budget 2012-2017	Budget 2013-2014 (POA)	Expenses T1 Oct - Dec 2013	Expenses T2 Jan - Mar 2014	Balance	%
			USD	USD	USD	USD	USD	
Component: 6 Improve competitiveness of handicrafts value chains crafts	Arts and Crafts Commission - AGEXPORT-	Competitive Fund of Direct Technical Assistance to handmade organizations	\$755,604	\$308,487	\$3,714	\$2,159	\$302,614	1%
		Market intelligence	\$796,679	\$111,829	\$22,168	\$20,115	\$69,546	20%
		Operating expenses	\$301,755	\$84,485	\$6,297	\$11,186	\$67,002	7%
		Technical assistance to SMEs	\$25,000	\$15,000	\$1,051	-	\$13,949	7%
		Trade promotion	\$286,566	\$65,000	\$11,751	\$1,924	\$51,325	18%
		Informative platform	\$25,000	\$20,000	-	-	\$20,000	0%
	Vital Voices Guatemala	Gender equity	\$90,000	\$20,609	\$20,609	-	-	100%
	INCAP	Food security	\$150,000	-	-	-	-	0%
	Mitigation plans	Environmental management	\$69,396	\$32,627	-	-	\$32,627	0%
	<b>Component 6 Subtotal</b>		<b>\$2,500,000</b>	<b>\$658,037</b>	<b>\$65,590</b>	<b>\$35,384</b>	<b>\$557,063</b>	<b>10%</b>
Cross-cutting Components	Mitigation plans consortium	Environmental sustainability	\$115,660	\$30,000	\$20,658	-	\$9,342	69%
	Vital Voices Guatemala	Gender Plan Consortium	\$70,000	\$14,000	\$5,420	-	\$8,580	39%
		Forums, special meetings of women leaders. Visibility of women, publications, documents, systematizations.						
	Association Sotz II	Cultural identity	\$100,000	\$50,000	-	-	\$50,000	0%
	IICA	Knowledge management	\$200,000	\$50,000	-	-	\$50,000	0%
	<b>Cross-Cutting Subtotal</b>		<b>\$485,660</b>	<b>\$144,000</b>	<b>\$26,078</b>	<b>-</b>	<b>\$117,922</b>	<b>18%</b>
Communications area	Rural Chain Program	Strategic plan of communications - printed materials, visibility of the project	\$146,103	\$20,000	\$497	\$144	\$19,359	2%
		Salaries personnel in charge of implementing the communication plan	\$218,897	\$51,000	\$9,526	\$8,759	\$32,716	19%
		Presentation of project results	\$100,000	\$15,000	\$8,637	\$1,453	\$4,910	58%
	<b>Communications area Subtotal</b>		<b>\$465,000</b>	<b>\$86,000</b>	<b>\$18,660</b>	<b>\$10,356</b>	<b>\$56,985</b>	<b>22%</b>

CO	Budget Lines	Activities	General Budget 2012-2017	Budget 2013-2014 (POA)	Expenses T1 Oct - Dec 2013	Expenses T2 Jan - Mar 2014	Balance	%
			USD	USD	USD	USD	USD	
Monitoring and evaluation	Rural Chain Program	Salary of the a monitoring and evaluation specialist and a monitoring junior specialist	\$274,439	\$62,000	-	-	\$62,000	0%
		Implementation of the monitoring system, field expenses. Program	\$107,275	\$50,000	-	-	\$50,000	0%
		Initial baseline made with INCAP	\$150,000	\$127,572	\$125,644	-	\$1,928	98%
	<b>Monitoring and evaluation Subtotal</b>		<b>\$531,714</b>	<b>\$239,572</b>	<b>\$125,644</b>	<b>-</b>	<b>\$113,928</b>	<b>52%</b>
Administration	Rural Chain Program	Administration, procurement, accounting	\$1,467,638	\$293,676	\$59,504	\$51,693	\$182,478	20%
		Contribution to space used by the project at Headquarters -AGEXPORT- and offices at the western area.	\$165,000	\$39,600	\$8,951	\$8,969	\$21,680	23%
		Administrative and personnel expenses of the project located at headquarters, Quetzaltenango and Quiche	\$450,000	\$58,938	\$18,436	\$16,930	\$23,572	31%
	<b>Management Subtotal</b>		<b>\$2,082,638</b>	<b>\$392,214</b>	<b>\$86,891</b>	<b>\$77,592</b>	<b>\$227,730</b>	<b>22%</b>
Audits	Rural Chain Program	Annual audits	\$150,000	\$20,000	\$12,978	-	\$7,022	65%
	<b>Auditory Subtotal</b>		<b>\$150,000</b>	<b>\$20,000</b>	<b>\$12,978</b>	<b>-</b>	<b>\$7,022</b>	<b>65%</b>
Institutional strengthening	Rural Chain Program	Strengthening the institution administrative capacity	\$140,000	\$40,000	\$1,699	\$36,976	\$1,325	4%
	<b>Institutional strengthening Subtotal</b>		<b>\$140,000</b>	<b>\$40,000</b>	<b>\$1,699</b>	<b>\$36,976</b>	<b>\$1,325</b>	<b>4%</b>

CO	Budget Lines	Activities	General Budget 2012-2017	Budget 2013-2014 (POA)	Expenses T1 Oct - Dec 2013	Expenses T2 Jan - Mar 2014	Balance	%
			USD	USD	USD	USD	USD	
Other direct costs of the project	Rural Chain Program	Institutional staff of -AGEXPORT- involved in the Administration and management of the Consortium	\$375,000	\$82,661	\$24,608	\$16,056	\$41,997	30%
		Furniture, equipment and institutional vehicles of -AGEXPORT-	\$46,000	\$46,417	\$46,417	-	-	100%
		Other direct costs (building maintenance and repair of -AGEXPORT-, technological support and safety)	\$179,000	\$35,800	-	\$3,465	\$32,335	0%
	Other direct costs of the project Subtotal		\$600,000	\$164,878	\$71,025	\$19,521	\$74,332	43%
Rapid response fund	Rural Chain Program	This FRR will provide USAID the flexibility to respond faster and efficiently to problems or will allow to design the program’s activities that are unforeseen or anticipated but that are worth to include in any of the components under this agreement.	\$200,000	\$100,000	\$98,233	-	\$1,767	98%
	Rapid response fund Subtotal		\$200,000	\$100,000	\$98,233	-	\$1,767	98%
RURAL PROJECT VALUE CHAIN TOTAL			\$23,000,000	\$5,366,121	\$960,588	\$590,692	\$3,626,016	18%

## **X. Total Execution from January to March 2014**

The global execution in this period goes up to **US \$590,692** according to the presented Budgetary Statement.



